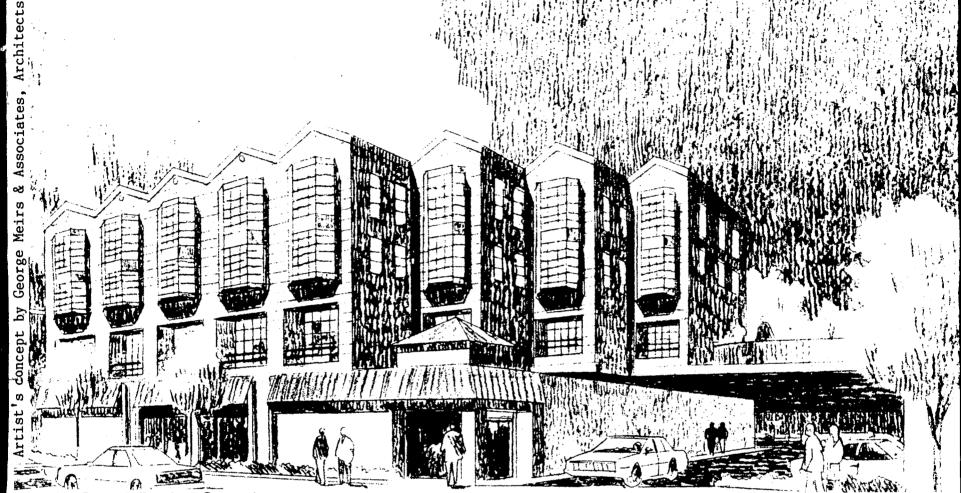
BERNAL



1985

November

Unique Housing Development



The Bernal Heights Community
Foundation, with the Coleridge
Neighbors Block Club and the
Standard Brands Paint Corporation,
are working together to develop a
housing-business complex. A new
home improvement center on the
ground floor will have 35 units of
senior housing overhead, plus a
public park and the possibility of
public parking.

Negotiations have been going on for over a year for the Mission/Coleridge Development to be located above the old Mission Bowling site at Mission and 30th. Standard Brands will shortly have all the needed approvals to begin construction on a 15,000-square-foot home improvement center at the ground level.

A leader in the home improvement industry, Standard Brands purchased the site late in 1984 to erect their second S.F. outlet. The first one is on Masonic near Geary. The store will face Mission with customer parking in the rear.

BHCF is working with neighborhood residents and the Mayor's Office of Housing and Economic Development to make the housing affordable and to evaluate the possibilities of a limited number of family units (up to six).

Park design guidelines are: * Size of mini-park shall be in the range of 12,000 - 19,000 sq. ft.

* Playground/Tot-lot shall be incorporated into mini-park, using plan as designed by Coleridge Street Neighbors

* Entry to park shall be designed to bar motorcycles, bicycles

* Entire park design shall reflect a concern for safety, visibility, and "defensible space"

* Housing units shall be able to look out onto park

* Limited seating shall be provided with lighting

* There shall be one entrance structure on the park site for the housing

* Plans shall be coordinated with plans in progress for nearby Esmeralda Corridor lots

* Trash cans shall be provided within the park

* Community garden space shall be designed into the park.

Public input is invited. Meetings are scheduled:

Dec. 10 Community Meeting to discuss Housing design schemes &

overall project; Dec. 18 BHCF Planning & Development Committee Meeting to discuss the same topic. All meetings will be at 7:00 p.m. at the Neighborhood Center, 515 Cortland Avenue. If you have any questions call: Steve Antonaros, 821-6034, or Bill Hull, 282-8683.

BHCF

BHCF Board of Directors is embarking on an ambitious fundraising effort for the organization, especially for its Neighborhood Center operations. The fundraising is critical because the organization currently lacks sufficient funds to carry out all the activities it would like to. In fact, the Neighborhood Center will have to close its doors in the evenings, starting Dec. 1, until more money is raised.

The organization is currently selling tickets for a drawing for a 1986 Dodge Colt. The community can support the work of the Foundation by buying tickets at \$1.00 a piece (or \$20 a book) at the Neighborhood Center (call 648-

continued on page 2

Miraloma Nursery Benefit Sale

Help support quality child care in San Francisco and get a jump on your holiday shopping at the 30th annual fall garage sale-benefit for Miraloma Cooperative Nursery School, a nonprofit school.

Miraloma accepts all children ages 2.9 through 5 years, regardless of income. It is a program of the Community College District of San Francisco.

Purchases at the garage sale are tax-deductible. Merchants from Noe Valley, West Portal and throughout the city contribute hundreds of new gift items, including designer-label children's clothing and imported toys. Nursery school parents and neighborhood families contribute hundreds of items of choice garage-sale fare as well.

A great place for holiday bargains, a great way to support child care, and a great way to check out one of the city's oldest nursery schools.

TIME: 10 a.m. to 4 p.m.,
Saturday and Sunday, Nov. 23 & 24
PLACE: Miraloma Cooperative
Nursery School, 443 Foerster St.

(off Monterey Blvd. near the Glen Park BART)



Top: Anthony Morain; Christina
Atkielski; Anna Kiefer-Roberts
Bottom: Lynn Mudder with Maggie
Rose Kiefer-Roberts; Linda Kiefer;
Janet Attard holding Clare Morain;
Susan, Alexander and Ron Atkielski
The Atkielskis live on Gates St.,
Janet Attard, afternoon teacher,
is from Prospect, and Linda Kiefer
and kids are formerly of
Powhattan. The Morains and Mudders
live outside Bernal Heights. Two
other Bernal Hill families, the
Jerns and Millers, could not be in
the picture. They live on Andover
Street

continued from page 1

O330). The lucky winner will be selected on January 15 at 7 p.m. and will be able to trade the prize for another Dodge model, if the winner is willing to pay the difference. The car is provided at a reduced price through the goodwill of KC Dodge Inc. at Mission and Army Sts.

Another fundraising effort is in the making — the creation of a home-grown, Bernal Heights cookbook. BHCF hopes that residents will share their favorite recipes and that the cookbook will reflect the rich diversity of the people in the neighborhood. Send your very favorite recipe to Judy Gong at 515 Cortland Ave. Please tell a little about yourself and note your address and phone number.

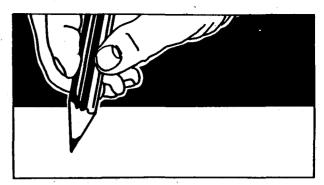
BHCF Board of Directors is currently seeking new members for the Board. We need people who are committed to addressing the needs of low and moderate income residents of Bernal Heights and who have an interest in neighborhood services, housing, organizing, or fundraising. Elections will take place in January 1986. Members are expected to attend a monthly board meeting as well as a monthly committee meeting. For more information please call 648-0330 before Dec. 7. Leave your name, address, and phone number for the Board Nominations Committee.

ST. KEVIN'S CHURCH

ST. KEVIN'S CHURCH invites you to Thanksgiving Mass at 9 a.m., Nov. 28. The liturgy will include a blessing of the table bread and wine for family dinners (bring your bread and wine if you would like it blessed), followed by food and fellowship sharing in the Ellsworth St. Hall.

On Dec. 5 Day at the Races is open to the public -- \$13 includes lunch. Guadalupe mass and celebration is at 12:30 on Dec. 15 and on Dec. 22 the Filipino-American Christmas party is planned for Sunday after church.

TO THE EDITOR



Dear Bernal Journal:

Green Belt News

According to the U.S. Bureau of the Census ...the Bay Area (has) replaced the Philadelphia region as the fourth largest metropolitan area in the country, following New York, Los Angeles, and Chicago. Of the top four, the Bay Area is the only one which can still boast of substantial commercial agriculture, top ratings for "quality of life," clean air and superb wilderness and open space opportunities.

Our recent "achievement" should be a warning signal. Look at what has happened to the L.A. area: Once-flourishing dairies —gone. Orange and lemon groves —gone. Grape industry — gone. Local farms producing fruits and vegetables for local consumption—gone. Easy bus access to hiking trails — gone.

L.A. is now desperately trying to recover many of the necessities we still have in the Bay Area, such as a flourishing and productive Greenbelt, viable public transit, and discreet livable cities.

If our politicians won't make the decisions necessary to stop suburban sprawl and keep our communities from becoming anonymous hives of monotonous dwellings, we'll find that we've moved a step closer to Los Angeles in more ways than one.

Zach Cowan San Francisco Chapter Greenbelt Congress

A door is what a dog is perpetually on the wrong side of.

Ogden Nash



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Bernal Heights Community Foundation

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★ DRAWING ★ January 15, 1986 ★ 7:00 p.m. ★

Winner Need Not Be Present To Win **Neighborhood Center**

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DONATION: \$1.00



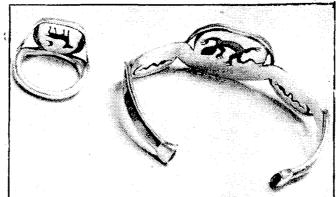


Artistic Jeweler "Designing" Man

You've heard of a "designing woman" -- now you have a chance to meet a designing man. Oberzil Design, the jewelry store at 399 Cortland, moved from 402 Cortland, just across the street in January. The original jewelry designs displayed in the show windows are a small sample of the work of the owner, Mark Oberzil. A wide variety of pieces are exhibited, ranging from a jade log with a gold snake entwined around it to small silver bears that Mark produces en masse for a distributor. Most of the business is custom work and repair. Individuals who want a piece made but are unsure of just what they want can come in and discuss it.

Mark begins by getting a sense for whether the person likes realistic or abstract images and what styles, colors and shapes appeal to him. Drawings and wax models of the piece help to solidify the images discussed. The final piece of jewelry is unique and personal, an object of art the individual has helped to design and which personally attracts them.

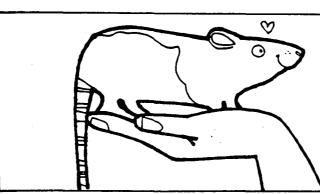
Mark is a craftsman, his jewelry is art, or as he says "a sculpture of personal philosophy." He is also a businessman and has been one in this field for most of his life. He is dedicated to both of his roles. His goal is to present jewelry as art so that it has integrity and is saleable. Mark does not cease to be an artist when he puts on his businessman's hat. He views his whole business—its organization, floorplan, and financial system—as art. He is creating his business, not just working in it.



Nature designs on inside of ring and bracelet set of silver, jade and coral The store on Cortland is the latest incarnation of Mark's artistic and business pursuits. He has successfully combined these two roles for the past 14 years, beginning when he joined a cooperative craft store in the early '70s. The cooperative consisted of artists of all sorts including potters and weavers who shared the business expenses and work.

After four years, and a couple of location changes, the coop split up and Mark, having by this time built up his own clientele, continued making jewelry from his home. Today, 10 years later, Mark in his new location is actively molding his business and creating jewelry that "helps lift people's spirits and remind them of who they are."

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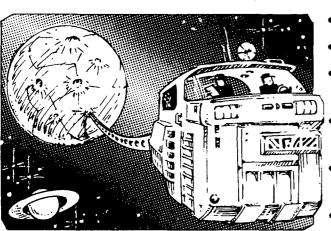




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VISA'





EVERYONE IS WELCOME to view a film on the nuclear arms race at the Neighborhood Center Nov. 27 at 4 p.m. by the Golden Gate Alliance for Nuclear Freeze. 515 Cortland.

California Native

Ever eat soap?
Scattered here and there in some of the grassier areas of northern California the soap plant can be found. In the days when the Indians (and later the Spanish and American settlers) lived off the land, this was a plant of many uses. If the bulb was baked overnight in an earth oven, the soapy characteristics were removed and the soap plant became a nutritious food.

The strong outer fibers were used as an all-purpose brush or a comb for their hair. Settlers found that the fibers made a suitable stuffing for mattresses. The white bulb under the outer fibers was crushed in water to produce a rich lather that gives the plant its name. The soap was used to wash hands and clothes and also as a mild shampoo that left the hair shiny and soft.

Some tribes discovered that the bulb was also useful for fishing. A slow moving section of a stream would be dammed and crushed bulbs were thrown into the water. The bulb juices stupefied fish and caused them to float to the top where they were scooped up.

Glaucoma Screening

A glaucoma screening clinic for people who are 35 years of age or over is scheduled at District Health Center #3, 1525 Silver Avenue on Saturday, Jan. 11, 1986 from 8:15-10:15 a.m. Appointments can be made by calling 468-3664. There is a \$1.00 fee.

Glaucoma is a leading cause of blindness in people over the age of 35. Its onset is usually gradual. A person may be aware of only slight changes in vision. To prevent progress toward blindness, early detection and prompt treatment of glaucoma are necessary. The test is simple, quick, and painless.



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Ceramics Class

Paint clay with lots of color at Mission Playground's Ceramics Slip Casting Glaze Class every Tuesday, 10:30 a.m. - 1:30 p.m.

The class introduces slip casting with commercial ceramic molds and also covers the use of basic ceramic colorants. Students may pour unlimited molds and only pay for clay slip used. Firing is free.

There is no class fee.
Beginners will need a \$20 kit;
advanced students may bring their
own tools and paints.

For further information, contact instructor Jennie Wasser at 550-0604, or visit Mission Playground, a facility of the San Francisco Recreation and Park Department, 19th and Linda Streets, between Valencia and Guerrero Streets.

BERNAL GYM

BERNAL GYM offers free classes: Youth dance, 6 and up, Thursdays 4-5:30 p.m. Aerobics Tuesdays and Thursdays 6:30-7:30 p.m. Weight training open 6 days a week with new instructor Ted Turnipseed, Various hours.

S.F. Recreation sports are three teams participating in the touch and flag football league (70 exponents, 90 exponents and 15 years and under). Two basketball leagues are now in progress: 30 years and up -- Tuesdays from 8 p.m. Both play four on four full-court games.

For more information contact James Threat or Thomas Coleman, 285-6252. On Nov. 29 the Rec and Park sponsors the 18th annual Junior Thanksgiving Tennis Tournament at Golden Gate Park Tennis Courts, Kennedy and Bowling Green Drives. 558-4054.

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100 Years of Posies for Gregoire's

Next time you're driving your car or pedaling your bike past 360 Bayshore take a second look. That big green building has only been there since 1963 but the Gregoire family and their flower business has been prosperous for more than 100 years.

Through changing economic times, advances in technology, breakthroughs in transportation, wars, and changing social values and styles, this family has adapted their business and maintained their place in the flower industry. During some eras they concentrated on retail sales while at other times their main emphasis was on growing and shipping flowers. The Gregoire flower business has prospered because of the Gregoire family's adaptability and true love for flowers.

It all began in the last half of the 19th century when Josef Gregoire immigrated to the United States from Belgium. He was 12. He made his way west and by 1882 he was selling flowers on the Barbary Coast of San Francisco. Josef prospered from his hard work and ten years later bought land off Silver Avenue, constructed greenhouses, and began growing flowers for retail and wholesale distribution.

The greenhouses thrived so much that by the beginning of the 2nd world war Josef expanded his





operations to a new location on Bayshore, then the main drag to and from San Francisco. Josef had the building constructed in the shape of a triangle for use primarily as a retail space with a small greenhouse on the side.

Josef married twice, returning each time to his home town in Belgium for a bride. His first marriage left him with two daughters and two sons; the second added three more sons and a daughter. The whole family was involved in the flower business. Two of the daughters started, and maintain today, a small retail flower business in Colma. The three sons from the second marriage (the middle one being the father of Jerry Gregoire, who presently runs the business) became partners carrying on the original operation begun by their father.

By 1939, shortly after the move to Bayshore, two of the three fraternal partners enlisted to



fight in the second world war. The third brother, by that time a husband and father, converted the greenhouses on Silver Avenue to raising tomatoes and chickens in place of flowers, to help the war effort.

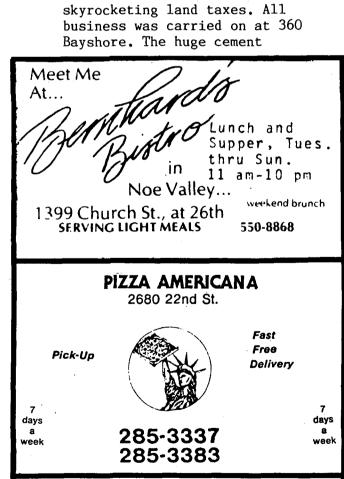
In 1946 air transportation was rapidly becoming more sophisticated and the Gregoires were not far behind. They began shipping flowers by air, instead of by refrigerated trucks, to other parts of the U.S. They moved the shipping operation to join with the retail business at the Bayshore location.

The next advance in transportation, the construction of the freeway, decreased the traffic flow on Bayshore. The Gregoires responded to this change discontinuing their retail business and building up their growing and shipping operation. Business boomed. In 1961 the Gregoires added a cement wing. part of the structure that exists today, onto the original triangular building. In 1963 they built the second portion of the building that is now on Bayshore and tore down the old, triangular building.

In 1967 they sold the land that they had owned since 1892, on Silver Avenue because of skyrocketing land taxes. All business was carried on at 360 Bayshore. The huge cement







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KID STUFF

FREE EVENT "Fantastic Double-Dutch Dancers" at the Noe Valley Ministry Nov. 24, 2:30 p.m. -- the female jump-rope version of break dancing. Moms and daughters are invited to join in.

FREE ZOO ADMISSION on Thanksqiving Day and Christmas Eve. Open daily 10-5; koala exhibit opened Aug. 22; 45th and Sloat Blvd.

S.F. JEWISH COMMUNITY CENTER offers "Great Escape" winter camps for children in K through 6th grades. Dec. 23, 24, 26, 27 ---South Pacific Voyage: Dec. 30, 31, Jan. 2, 3 -- Intergalactic Expedition. Fees. 346-6040.

On Dec. 8 there is a Children's Faire and Chanukah Festival 12:30 - 4 p.m. with food, hands-on activities and Children's Showcase. 3200 California St.

RANDALL JUNIOR MUSEUM invites you to a fun(d)-raising event, their Holiday Carnival on Dec. 7, 10 a.m.-2 p.m. 199 Museum Way.

Their next class registration is Sat., Jan. 11, 10-12 noon.

SCHOOL DAZE

The San Francisco Unified School District student holidays are: Thanksgiving Recess Nov. 28-Dec. 1: Winter Recess Dec. 21-Jan. 5: Classes resume Jan. 6; Martin Luther King birthday Jan. 20.

The Bernal Journal is produced every two months by a group of volunteers, with the support of community business. Our circulation for this issue is 5,000. Our mailing address is 515 Cortland Avenue, San Francisco 94110. Messages: 648-0330.

ADVERTISING: Martin Ponch **DISTRIBUTION:** Lee Egger and Sandy Holloway EDITOR: Lurilla Harris

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DEADLINES:

Please ask for assignment or send notice of planned articles for next issue by Dec. 20. Photos, ads and stories due Jan. 3.



Since 1921 people of all ages from Bernal Heights and other parts of San Francisco have been studying music at the San Francisco Community Music Center.

The 100-year-old Victorian with attached recital hall has recently been undergoing a major renovation. This includes new heating and electricity, and paint inside and out. A wheelchair ramp will make the Music Center more accessible to the community.

For its re-opening, a celebration will be held on Sunday, January 12 from 2-4 p.m. Mark your calendar now. Formal ribbon cutting is at 3:15, with a free concert at 4 p.m. All are welcome.

Community Music Center's Winter Quarter registration is Friday, January 3, 1986, 2-6 p.m., and January 4, Saturday, 10 a.m.-1 p.m., at 544 Capp Street (between 20th and 21st). All fees are on a sliding scale, and many types of music are taught. Come and experience the joys of music making! For a free catalog, call 647-6015.

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structure was equipped with a huge scale, hydraulic lifts, a large cold box, and complete fixtures for loading and shipping large quantities of flowers.

Unfortunately, in the late '70s transportation and energy costs rose sharply just when import competition got much stiffer. Once again the Gregoires needed to adapt. They scaled down the shipping operation and placed greater emphasis on retail sales and distribution. The business today requires a much smaller space than the growing and shipping operation needed, but the volume continues high.

Besides the giant space at 360 Bayshore, Gregoire flowers can also be purchased at the C/Z Kiosk on Market and Sansome streets. Jerry, grandson of Josef, plans to expand to new locations as his next move. Judging from the past, this newest adaption is bound to be intelligent and profitable.

Jerry says he wants to let everyone know that flowers are not only for special occasions. They are for everyday. He is certainly a man who lives his beliefs. Flowers are not only in his life daily. You might say they are in his blood.

Flowers Faire designers Sahshah Christopher and Tim Terrell are currently creating festive holiday arrangements. During the year, quinceaneras and weddings are part of their monthly schedule. Gregoire's Flowers Faire welcome all flower events.

WANTED: Volunteers to work on Bernal Journal--reporters, photographers, distributors, advertising salesmen (this one pays!), and co-editor. From one to several hours every two months. It's YOUR community and YOUR community newspaper. Leave name and phone at 648-0330.



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FOR SALE: Double box springs; brand-new twin box spring & mattress--make offers. Also cemetery plots--call for details. 282-8620 weekdays 7-8:30 p.m. Weekends 11 a.m. - 8 p.m. FOR SALE: 6-drawer wood desk \$25; Ping-pong table + equip. \$25; 4drawer modern rosewood secretary (desk/chest) \$250; 9-drawer wood dresser \$25; Pioneer Master hickory skis \$15; folding bed (no mattress) \$5; 6' metal folding table, 2 fish tanks + access., 30 & 40 gal. B. Mariles, 3288 Folsom (near Army), weekends ONLY.

ESTATE SALE -- All types household items. Sat./Sun. Nov. 30-Dec. 1, 9-4. 1641 York (near Army)

FOR SALE (you move it): Kenmore gas range, 4 burners, griddle, rotisserie, oven, broiler. Works fine, needs rotisserie door hinge. \$75. Whirlpool electric dryer, adjusts to 110 or 220. \$50.648-1868

FOR SALE: 3/4 violin, German, signed by maker, w/case, tuner, music stand, metronome, music books, etc. \$175 **648-186**3

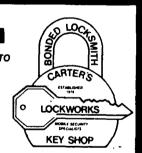
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